

# Internet Broadcasters Guide For Creating An Effective Media Kit



Written By  
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*[www.ScenicRadio.Com](http://www.ScenicRadio.Com)*

Relaxing Entertainment for the World

*[www.BroadcastingWorld.Com](http://www.BroadcastingWorld.Com)*

Global Broadcast Information Portal

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[en.wikipedia.org/wiki/File:Gutenberg\\_press.jpg](http://en.wikipedia.org/wiki/File:Gutenberg_press.jpg)

Foreword graphic - A simple Celtic knot with doubled threads.

[en.wikipedia.org/wiki/File:Lindisfarne\\_StJohn\\_Knot2\\_3.svg](http://en.wikipedia.org/wiki/File:Lindisfarne_StJohn_Knot2_3.svg)

## About The Author

David Childers is the Content Manager for the Global Broadcasting portal [www.BroadcastingWorld.com](http://www.BroadcastingWorld.com). He is very active in the Internet broadcast industry and has written numerous guides and a book about this growing technological field. He is also the webmaster of [www.ScenicRadio.com](http://www.ScenicRadio.com), the global destination for relaxing entertainment.

Mr. Childers' work has been cited in several national and International publications, including these:

Five Essays on Copyright In the Digital Era  
Turrer Publishing

Research On High-Profile Digital Video Production  
Digital Content Association of Japan

Video Podcasting in Perspective: The History, Technology, Aesthetics and Instructional Uses of a New Medium  
Journal of Educational Technology Systems

Video Podcasting: When, Where and How it's Currently used for Instruction  
The National Convention of the Association for Educational Communications and Technology

IP Packet Charging Model For Multimedia Services  
National University of Rwanda

Preservation of audiovisual mediums: Problems and challenges  
Platform for Archiving and Preservation of Art on Electronic and Digital Media

P2P Technology Trend and Application to Home Network  
Electronics and Telecommunications Research Institute Journal

Peer To Peer Computing - The Evolution of a Disruptive Technology  
Idea Group Publishing

Peer-to-Peer Systems and Applications  
Lecture Notes In Computer Science  
Springer Berlin / Heidelberg

## **Feedback**

Please feel free to contact the author if you have any questions or comments. Your feedback is greatly appreciated.

You can contact the author here: [www.KL7AF.com](http://www.KL7AF.com)

## Foreword

Welcome to the next guide in my series for Internet Broadcasters.

Creating a quality media kit is essential for providing effective marketing and promotion for broadcast stations. It allows a prospective business client or partner to quickly understand a station's business information and dynamics.

Promotion and marketing are vital for growing business contacts in addition to expanding the stations effective marketing reach. With this in mind, it is important to plan and create a media kit that will provide a positive image and convey an effective message to the intended audience.

I would like to thank Dale Nobles for providing assistance with the editing of the manuscript and James Davey at Broadcasting World for allowing me the opportunity to create this guide.

It is my sincere hope that the reader finds this guide beneficial.

David Childers

May 2011

Posvečeno Neži Vidmar.



Naj bo blagoslov, ki spremlja vsak tvoj dan,  
blagoslov, ki ga najbolj potrebuješ.

The liberty of the Press is the Palladium of all the civil, political and religious rights of an Englishman.

Junius

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- Introduction
- Tools
- Planning
- Composition
- Suggestions
- Example Media Kit

## **Introduction**

A media kit is a package of relevant business information that is distributed for promotional or marketing use. It contains specific information, which is the equivalent of an executive summary for a business, that can be used to attract advertising clients or other business relationships for broadcasters.

The content should be carefully planned to maximize the overall potential and should also be intelligently designed to keep the attention of the individual reader. It is also important to focus the content for the intended audience, since a lack of focused content can convey a disorganized or negative perception.

A media kit can be easily created by any size organization or business and used as a multi-purpose tool for different target audiences.

Some uses of a media kit include:

- New station launch
- Station format change
- News conferences
- Special events

## Tools

The following software applications are Free and Open Source tools that can be used to create or edit a media kit.

### Scribus

Desktop publishing.

Windows – Unix.

[www.scribus.net](http://www.scribus.net)

### LibreOffice – Writer

Word processor.

Windows, Macintosh and Unix.

[www.libreoffice.org](http://www.libreoffice.org)

### OpenOffice – Writer

Word processor.

Windows, Macintosh and Unix.

[www.openoffice.org](http://www.openoffice.org)

### Inkscape

Vector graphics editor.

Windows, Macintosh and Unix.

[www.inkscape.org](http://www.inkscape.org)

### Gimp

Raster graphics editor.

Windows – Unix.

[www.gimp.org](http://www.gimp.org)

### LibreOffice – Draw

Raster graphics editor.

Windows, Macintosh and Unix.

[www.libreoffice.org](http://www.libreoffice.org)

### OpenOffice – Draw

Raster graphics editor.

Windows, Macintosh and Unix.

[www.openoffice.org](http://www.openoffice.org)

Raster graphic images are data structures representing a generally rectangular grid of pixels, or points of color.

Vector graphic images are data structures representing geometrical primitives (such as points, lines, curves, and shapes) that are used in computer graphics.



## Planning

Planning essential for creating a quality media kit.

- Keep It Simple Stupid (KISS)
  - \* Create a simple yet effective presentation of information.
- The Three S's
  - \* Short:
    - Present information concisely.
    - Make the content bite size for easy consumption.
  - \* Simple:
    - Present information clearly.
    - Use business English.
    - Avoid the use of slang phrases.
  - \* Sweet:
    - Make the content informative and entertaining so the reader will continue.
    - Keep content relevant.
- Develop content naturally:
  - \* Use imagination.
  - \* Use creativity.
  - \* Use uniqueness.
- Fonts:
  - \* Large format.
  - \* Easy to read.
- Colors:
  - \* Light background.
  - \* Heavy / dark font.
  - \* Do not overpower content with dramatic color combinations.
  - \* Blend colors smoothly with content.
- Graphics:
  - \* Do not overpower content with graphics.
  - \* Blend graphics smoothly with content.
  - \* Have a clear meaning or reason for being used.
  - \* Use quality imaging that can be easily seen.
- Important information about the station:
  - \* What does the station represent?
  - \* What does the station play?
  - \* Why does the station exist?
- Clearly show how the station is unique.
  - \* Why do people listen?
  - \* Why do people visit website?
- Information should be presented as statements, not opinions.
- Divide the media kit into distinctive sections.
- The media kit should contain a mix of text and graphics in addition to outside source information.

## Composition

It is important that the media kit contains specific content.

This content should include:

- Cover page:
  - \* Station logo graphic.
  - \* Station name.
  - \* Station slogan.
- Station profile:
  - \* Background.
    - Purpose.
    - History.
  - \* Genre of content.
  - \* Fact sheet.
    - Important information about the station.
- Audience information:
  - \* Target age.
  - \* Target gender.
  - \* Target language.
  - \* Target location.
  - \* Target culture.
- Audience potential:
  - \* Monthly website visitors.
  - \* Facebook followers.
  - \* Twitter followers.
  - \* Total listening hours.
- Advertising opportunities (Include rate card information and types of advertising available.):
  - \* Audio.
  - \* Video.
  - \* Print.
- Distribution:
  - \* Encoding format of broadcast.
  - \* Encoding bitrate of broadcast.
- Type of content:
  - \* Live.
  - \* On demand.
- Type of multimedia:
  - \* Audio.
  - \* Video.
- Type of devices that can be used to receive broadcast:
  - \* Computer.
  - \* Tablet.
  - \* Smart phone.
  - \* Game console.
- Contact information:
  - \* Primary website.
  - \* FaceBook page.
  - \* Twitter page.
  
  - \* Telephone number.
  - \* Fax number.
  
  - \* Postal address.
  - \* E-mail address.

- Legal:
  - \* Licensing information.
  - \* Special consideration.
    - Responsible regulatory agency.
    - Classification of distributed content.
- Press releases (Provide executive summary of press releases.):
  - \* Items that can provide favorable information about the station.
- News clippings (Provide executive summary of news clippings.):
  - \* Items that can provide favorable information about the station.
- Station photos:
  - \* Events.
  - \* Studios.
  - \* Equipment.
- DJ biographies:
  - \* Photos of personnel.
- Management biographies
  - \* Photos of personnel.

## **Suggestions**

Recommendations for enhancing the quality of your media kit.

- Check content for errors:
  - \* Grammar.
  - \* Spelling.
  - \* Format.
- Choose the best information for listing with:
  - \* Station information.
  - \* DJ biographies.
  - \* Management biographies.
  - \* Target audience.
- Provide attributes to any information used from outside sources:
  - \* Studies.
  - \* Reports.
- Convert the media kit into a PDF file, to allow:
  - \* Easy distribution.
  - \* Ease of reading on multiple devices.
  - \* Ease of printing.
- Provide information in multiple language formats if audience is multi-lingual or multi-national.
- Have the ability to substantiate any statements or claims made.
- Emphasize how the station can help potential business partners and clients.

## Example Media Kit

**Latin Urban Music, Culture, y Mas!**



**¡Viva La Radio Revolución!**

**El Mero Mero Radio**

**Media Kit**

## **Station Profile**

El Mero Mero Radio is your global source for Latin urban music and culture. We are a community supported, and community-driven global media outlet.

It is our goal to provide the passionate Latin urban music fan with an inside look at Latin urban culture, news, music, information, and knowledge. Our commitment is to help develop and promote both education and entertainment for a diverse global audience.

We offer the Latino community:

- Promotional tools and a global showcase for Latino urban artists.
- A community built around the Latino urban music genre.
- Help with generating music sales for small and independent Latino Urban artists.
- Help with creating and organizing Latino Urban music venues both nationally and Internationally.
- An authentic voice for the Latino urban music genre.

We provide our audience with an exciting alternative to the daily grind of corporate media.

## **Type Of Music**

- Hip-Hop
- Rap
- Reggaeton
- Urban

## **Distribution Method**

- Internet Radio
  - High quality 128 kbs MP3 stream

## **Advertising Opportunities**

- Website
  - Banner
  - Text
  - Graphic

## **Contact Information**

**E mail:** elmeromeroradio@gmail.com

**Fax:** 1 (877) 530 5692

**Website:** [www.elmeromeroradio.com](http://www.elmeromeroradio.com)

**Face Book:** El Mero Mero Radio

## **Legal Information**

El Mero Mero Radio uses Radionomy as its Internet stream provider.

Radionomy SA  
55k Bld International  
1070 Brussels, Belgium

Audio streaming rights licensed through Société d'Auteurs Belge – [www.sabam.be](http://www.sabam.be).

El Mero Mero Radio operates in full compliance with:

- Article 6 of the World Intellectual Property Organization - Performances and Phonograms Treaty.
- Article 8 of the Directive 2001/29/EC of the European Parliament.

## Our Audience

### Target Audience

- Both male and female listeners
- 15 to 34 years old
- Both Spanish and English language speakers
- Anywhere on the planet

### How We Reach Our Audience

- Desktop computer
- Laptop computer
- Tablet computer
- Smart phone
- Game console

At work, at home or on the go, you can always stay connected to El Mero Mero Radio and enjoy the fresh Latin beats.



From the North Pole, to the South Pole and all points in between, we are your source for Latin Urban culture and entertainment.



## Media Facts

### Internet radio continues to grow

- An estimated 57 million teens and adults listen to online radio each week.
- The online radio streaming audience has doubled every 5 years since 2001.

The Infinite Dial 2011, Arbitron / Edison Research Report

### Average weekly time that Hispanic population in the United States listens to terrestrial radio

<u>Age</u>	<u>Gender</u>	<u>Hours : Minutes</u>
12-17	Male	8:36
	-	-
	Female	10:27
18-24	Male	12:50
	-	-
	Female	13:12
25-34	Male	16:02
	-	-
	Female	14:13
35-44	Male	17:18
	-	-
	Female	14:37
45-54	Male	18:34
	-	-
	Female	15:49
56-64	Male	18:26
	-	-
	Female	14:50
65+	Male	15:44
	-	-
	Female	14:22

Hispanic Radio Today 2010, Arbitron / Edison Research Report.

### United States Hispanic Internet access statistics

8.00%	19.00%	51.00%
Work	Cellphone	Home

[www.hispanicmpr.com](http://www.hispanicmpr.com)

## **Management Biographies**

### **Terrence Romero**

Terrence brings his wealth of media industry knowledge and his musical talents to El Mero Mero Radio.

Terrence graduated from St. Ambrose University with a Bachelor's degree in Radio - Television Journalism in 2004. While in college Dj Terrence worked at Clear Channel and ABC affiliate broadcast stations in his local market. During his tenure at these stations, he learned and perfected his video and audio production, photo-journalism, journalism, and multimedia production skills.

Terrence began his media career by producing a 2 hour Latin Urban music show called the Urban Latino Hip Hop Show for the St. Ambrose University student radio station. The show was well received by the student population and was very successful. It was decided to broadcast the program on the Internet using Live365.

After graduation, Terrence continued producing the show and made an international impact with the Internet radio station. With his promotion and marketing efforts, the station reached number 1 ranking in the Latin Hip Hop / Reggaeton genre listing on Live365. The station regularly had a audience of 30,000 to 40,000 listeners per month. The continued operation of the station became impractical, in spite of the overwhelming response from the listeners. The station could not overcome the immense financial requirements, combined with the beginning of the global economic downturn.

Terrence also created and produced a video music program that was focused on the Latino urban genre. A pilot television show was produced but was never picked up for distribution by media outlets.

Terrence has built upon his passion for music, his Latino roots and his media industry experience, to engage the world - one computer at a time.

### **David Childers**

David brings his unique technical experience and knowledge to El Mero Mero Radio.

David has worked with numerous streaming projects and websites. He has also written extensively regarding Internet broadcasting.

- Assisted with the documentation of the open source Peer to Peer streaming platform - Peercast.
- Assisted with the documentation of NSV video broadcasting for the Winamp streaming server.
- Provided engineering support for the first commercial Indie Internet radio station in South Alabama in 2002.
- Provided engineering support for the first live video broadcast of Bayfest musical festival in 2003.
- Content manager for the global broadcast portal broadcastingworld.net

David has written several publications for Internet broadcasters, including such titles as:

- |                                             |                                                                   |
|---------------------------------------------|-------------------------------------------------------------------|
| - SHOUTcast Audio And Video Streaming Guide | - Internet Broadcasters Social Media Guide                        |
| - Icecast Streaming Handbook                | - Internet Broadcast Revenue Handbook                             |
| - Basic Internet Video Production Guide     | - Internet Broadcast Promotion Handbook                           |
| - Search Engine Optimization                | - Internet Broadcasters Guide For Creating An Effective Media Kit |

David's work has also been cited in several national and International publications, including such titles as:

Five Essays on Copyright In the Digital Era  
Turrer Publishing

Research On High-Profile Digital Video Production  
Digital Content Association of Japan

Video Podcasting: When, Where and How it's Currently used for Instruction  
The National Convention of the Association for Educational Communications and Technology

Peer-to-Peer Systems and Applications  
Lecture Notes In Computer Science  
Springer Berlin / Heidelberg

Internet TV: Don't Touch That Mouse!  
Tim Gnattek  
New York Times